Senior Thesis
Standards and Requirements 2015-16

Goals and Requirements

Develop a capstone 3D Digital design project that expands upon your skill sets. Requirements:

- ***Choose an Appropriate topic:*** You must have done previous projects in the area which you are doing your thesis.
- ***Carefully read*** the specific requirements for the project description sheet that is closest to the one you are doing
- Original
- Creative
- Aesthetically pleasing
- Highly polished
- Have technical excellence:
  - Meet or exceed expected industry quality standards
  - Benchmarks (Semester Start Goals)
- Self management: Planning and daily & weekly discipline (producer) skills
- Document and log the entire process
- You ***must*** submit your project for awards / recognition
- You must participate at the end of the second quarter in a Senior Thesis show, you will also contribute to an online thesis show web page
- You will need to pitch your project to your thesis class

Limitations:

- **Scope:** should be do-able within the time allowed.
- **Build** on ***previous*** successful skills and projects
- Limit most of R&D to pre-production (Fall Semester)
- 80-20 rule of production – Aim for completion by Week 10 of Spring Semester
- **Quality** is more important than Quantity

Weekly Work Expectations:

You will be given weekly grades. Since this course totals 9 credits over 2 semester, you should be doing 3 hours per credit taken. Example: This class alone (3 credits x 3hrs/week). Each week you should show a time **Blog** justifying your 9 or 18 hrs (Fall / Spring) Semester.

Due: <mark>*Weekly*</mark> **progress reports: (by Sunday morning)**

You will be required to keep an **updated** online **Blog**.
Keep the blog **simple** (Required: Tumblr)
Track your weekly hourly work time.
- What you plan to do in the next week
- What you did (include hours)
- What feedback did you receive, how will you integrate it
- Notes on process and what you'll do next week

Weekly Post your time sheets and Work In Progress (WIP) - this will make weekly meeting efficient for critique and review.

Show your work, but I recommend not putting work on your blog that is *too* rough.
> Discuss your production workflow. Efficiencies are becoming very important. How can you achieve more creative, quality work in less time.

Weekly Grade Rubric:

- Attended Weekly Appointment
  - Everything posted on Blog
  - What I did (Include hours worked log)
  - Feedback notes (or weekly cross class critique)
  - What I'm planning for next week
- Assistance & Critique (notes on feedback received)

Pre-Production: (Fall Semester)

One Minute Pitch Video
<mark>**Due Week 6:**</mark>

Record a 1 minute video of yourself pitching your project. You will be delivering an extended version of this in week 7. This video should be made with a hook to engage the audience. You may mix images with the video of yourself. This video will be shared with the 3DDD faculty. You should answer many of the questions that you will present on in your Pitch Presentation.

Pitch Presentation:
<mark>**Due Week 7:**</mark>

Prepare a polished presentation using standard presentation software (PowerPoint, Keynote, Prezi etc)
- The presentation is legible (minimal text – do not read from your slides)

- *Rehearse* to ensure that it fits within the time limit
- Load the presentation on the computer *prior* to presentation time
- Test the presentation in the venue
- Clearly **communicate your project idea**
  - What is the design problem you are addressing?
  - Why is it a good choice for you?
  - Are you qualified?
  - Timeline: Gant chart showing how and what you'll do to complete on time
  - Are appropriate plans in place to address critical areas?
- Be prepared to defend your choices

Design Document:

A concise statement of the project (1 page abstract)

- A full and specific description of the project
- Research: Primary and secondary research (include a bibliography)
  - What has been done
  - How will your work relate
  - References for time period (if appropriate)
  - Similar projects
  - Inspiration images and other style reference
- Design ideation, sketches, preliminary ideas/designs
- Style Sheets
- Asset and task list(s) Divide your tasks into:
  - *wants - if you are behind - this is not done on the project*
  - ***needs - critical to your thesis project***
- Blocking
- Production timeline
  - Identify project dependencies
  - Leave enough buffer time for problems, changes, and revisions
  - The last few weeks of production should consist of: Baking-up data, printouts and web deliverables *not* continued production work
- Dissemination Plan: All thesis projects must submit to 5+ external venues for review and awards.
- File Folder Organization
  - Create a Thesis Project Organized Files
  - Name your objects
  - Iterative saving of files
  - Backup!!! (have 2-3)

Production Summary Presentation:

Final: In-Production Presentation
Final Presentation showing a summary of the following in 7 minutes:
- What you've researched
- How you've approached the design process
- Concise demonstration of your current work in production
- Revised projected production schedule calculating what you need to do to finish

Additional thoughts on Pre-Production / Production

Constantly Zoom in and out of your work

Zoom in:
> Focus on production - daily production work
> R&D: Review advanced techniques to build into your work

Zoom Out:
> Check and update your timeline on a weekly basis. Show your instructor
>> Are you spending too much too little time on specific items?
> Check your workflow and quality standards
> Organize and label all your work

Don't expect perfection. Just weekly production!

Make sure you **hit your weekly production targets.**

Production: (Spring Semester)

- Weekly Blog
- Weekly work back-ups, production evals, back-up plan review

Present weekly production updates for critique either:
- 1:1 meetings
- Speed round-robin critiques
- Full class critique (time limit 5 min presentation 5 min critique per person total)

Week 10   FINAL Production Done

Week 12:   Presentation

Week 17:   FINAL Presentation of Thesis & Marketing Materials

Deliverables:

- Thesis Project (Final) Week 11/12
- Thesis Project Final Polish, with Marketing Materials